

**ABSTRACT**

A process of treating a human or non-human animal cell to introduce heterologous genetic material into said cell and express said material in said cell, comprises (a) providing a recombinant herpesviral vector which is an attenuated or replication-defective and non-transforming mutant herpesvirus, and which carries heterologous genetic material, and (b) transducing human or non-human animal cells selected from: hemopoietic cells, malignant cells related to blood cells, and malignant or non-malignant CD34+ cells; by contacting said cells with said virus vector to transduce said cells and express said genetic material. Among applications of the technique is modification of hemopoietic cells by transfer of genes, e.g. to generate tumor immunogens from malignant cells.

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